The french door refrigerator with the **most space** for fresh food*

2009 WHIRLPOOL GOLD® LATITUDE™ REFRIGERATOR COMMUNICATION GUIDE

Whirlpool
Home Appliances

*Based on shelf and door bin surface area in 29 cu. ft. or smaller french door refrigerators.

Identifying your french door customers

French door refrigerator customers have different needs than customers who purchase side-by-side or top-freezer models. Understanding the specific requirements of your french door customers is the key to matching them up with just the right refrigerator.

Space

French door customers require extra room for storing fresh food

- The french door platform offers **10% more space in the refrigerator compartment***
- The french door platform stores **more food at eye level** for easier access

Temperature management

With the emphasis on storing fresh food, maintaining the right temperature is especially important to your french door customers

- The **Accu-Chill**™ temperature management system provides **accurate temperature control** in both the refrigerator and the freezer
- The **Adaptive Defrost** system can have fewer freezer defrosts depending on use, resulting in **more efficient food preservation**

Flexibility

French door customers require efficient ways to store and retrieve everyday items, as well as taller and wider ones

- The full-width pantry easily **stores wide items** like deli trays and sheet cakes
- Adjustable door bins can be repositioned to **maximize space for taller items**
- Humidity-controlled crispers easily provide the **right level of humidity** for either fruits or vegetables

Style

A french door refrigerator adds a contemporary style to any kitchen

- Smooth door finish provides a **sleek, modern look** and enhances cleanability
- **A variety of color options** available, including Monochromatic stainless steel and Monochromatic Satina® finish models

Whirlpool brand has your customers covered with our ***NEW*** Latitude™ french door model. Read on to discover how its impressive set of features meets and even exceeds the key consumer needs listed above.

*Compared to a similar size side-by-side refrigerator model.

Latitude™ refrigerator

#1 rated brand for french door refrigerators†

Introducing the Latitude™ refrigerator— the french door model that offers **MORE**

- **MORE!** Shelf space**
- **MORE!** Door bin space**
- **PLUS!** The industry-first Measured Fill feature, which dispenses just the right amount of water in cups, liters or ounces

When you add it up, the Whirlpool Gold® Latitude™ french door refrigerator offers the **MOST** space for fresh food.** This 27 cu. ft. refrigerator fits in the same dimensions as our standard 25 cu. ft. french door models while offering **MORE** usable space.

World Class Appliances
built with
AMERICAN PRIDE

DESIGNED, ENGINEERED & ASSEMBLED IN THE U.S.A.
EMPLOYING MORE U.S. WORKERS THAN ANY OTHER MAJOR APPLIANCE MANUFACTURER

**Based on shelf and door bin surface area in 29 cu. ft. or smaller french door refrigerators.
†Based on rating of the 25 cu. ft. model GX5FHTXV by a leading consumer magazine.

Industry First

More shelf space

The lighted, tilt-out, removable ice bin is placed in the door, creating room for an **entire extra shelf** in the refrigerator.

Consumer Needs: *Space, Flexibility*

Most door bin space*

Gallon-plus door bins can hold a gallon-size jug with extra room for smaller items.

Consumer Needs: *Space, Flexibility*

Recessed filter and lighting

The retractable water filter housing and recessed **LED lighting** create more room for storage in the refrigerator compartment.

Consumer Need: *Space*

In-Door-Ice® bin

The illuminated ice bin tilts outward for easier access, or it can be removed for serving ice at the table.

Consumer Needs: *Space, Flexibility*

Plenty of freezer space

The slide-out freezer compartment on the bottom can hold up to 8 frozen pizzas and more with ease.

Consumer Need: *Space*

Full-width storage

The full-width pantry can store deli trays and other wide items without the hassle of having to move other items around.

Consumer Needs: *Space, Flexibility*

*Based on door bin surface area in french door refrigerators.

Industry First

Measured Fill option

Featuring a rotating faucet and slide-out tray, this **industry-first** option dispenses exact amounts in cups, liters or ounces.
Consumer Need: *Flexibility*

LCD touch screen

The color screen puts temperature controls, the kitchen timer and other functions right at customers' fingertips.
Consumer Needs: *Temperature Management, Style*

Easy-to-clean dispenser

The ice and water dispenser housing is flush with the refrigerator door for easier cleaning with less effort.
Consumer Need: *Style*

Satina® finish

This stainless-look finish accepts magnets while resisting fingerprints. It requires no special cleaners to maintain its appearance.
Consumer Needs: *Flexibility, Style*

PUR® filtered ice and water

The external ice & water dispenser offers a cool drink anytime. Customers can save up to $600 versus the cost of bottled water.*
Consumer Need: *Flexibility*

Crushed ice dispensing

The exterior ice dispenser conveniently provides either cubed or crushed ice.
Consumer Need: *Flexibility*

*When you change your PUR® filter twice a year, compared to buying the same amount of leading brand bottled water.

Step your customers up to the Latitude™ refrigerator

CLASSIC BOTTOM-FREEZER REFRIGERATOR
GB2SHTXT

FEATURES:
- 22 cu. ft. capacity
- Side-swing refrigerator door style
- Drawer freezer
- Smooth door finish
- Accu-Chill™ temperature management system
- Electronic temperature controls
- Adaptive Defrost system
- Interior water dispenser
- Factory-installed ice maker

COLORS: Q/B/S

Also available in 19 cu. ft. capacity
Model GB9SHDXV

Whirlpool Gold® classic bottom-freezer models offer fresh-food storage at eye level. Adjustable door bins, SpillGuard™ shelves and humidity-controlled crispers round out the list of interior features.

FRENCH DOOR REFRIGERATOR
GX5FHDXV

FEATURES:
+ **25 cu. ft. capacity**
+ **French door style**
+ **Full-width pantry**
+ **Industry-exclusive can caddy**
- Drawer freezer
- Smooth door finish
- Accu-Chill™ temperature management system
- Electronic temperature controls
- Adaptive Defrost system
- Factory-installed ice maker

COLORS: Q/B/T/D/Y/A

Also available in 22 cu. ft. capacity
Model GX2FHDXV

Stepping up to the french door style provides full-width pantry storage for wider items. The hanging deli tray provides a great place to store cold cuts and other items, freeing up shelf space.

Latitude™ refrigerator

LATITUDE™ REFRIGERATOR
GI7FVCXW

FEATURES:
+ **27 cu. ft. capacity**
+ **Exterior PUR® filtered ice & water dispenser**
+ **Industry-first Measured Fill**
+ **Color LCD touch screen controls**
+ **In-Door-Ice® ice dispensing system**
- French door style
- Drawer freezer
- Smooth door finish
- Accu-Chill™ temperature management system
- Full-width pantry
- Adaptive Defrost system

COLORS: Q/B/Y/A

With 27 cu. ft. capacity, the Latitude™ refrigerator offers the **MOST space** for fresh food.* The exterior dispenser features **Measured Fill**, for precise amounts of water in cups, liters or ounces. The color **LCD touch screen** allows for easy control of temperature and other features.

Available Colors

- Q | White
- B | Black
- T | Biscuit
- D | Universal Silver
- S | Stainless Steel
- Y | Monochromatic Stainless Steel
- A | Monochromatic Satina® Finish

*Based on shelf and door bin surface area in 29 cu. ft. or smaller french door refrigerators.

Three things to always show your customers

1. **Industry-first Measured Fill**— On the LCD screen, select the water option, then Measured Fill. The screen shows how customers can choose the amount and unit of measure desired. The correct amount of water dispenses when the paddle is pressed.
2. **Industry-first removable tilt-out ice bin with light**— Note how the window design provides an easy way to check how much ice is left. Then demonstrate how the ice bucket can be taken out and carried to the table or elsewhere.
3. **Industry's largest door bins!***— Take one out and compare it to the competition!

LCD features

- Kitchen timer
- Crushed or cubed ice
- Power outage
- TO ENTER SHOWROOM MODE: Press and hold HOME and TEMPERATURE for 3 seconds, then select SHOWROOM MODE. The demonstration slideshow will continue if left untouched, and it will resume after being idle for 2 minutes.

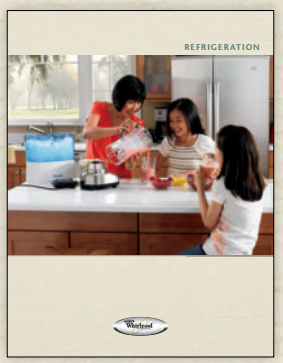
*Based on door bin surface area in french door refrigerators.

Look for *NEW* Latitude™ refrigerator P-O-P

2009 Whirlpool Gold® Latitude™ Refrigerator Point-of-Purchase

Kit No. WWRP229

Additional Latitude™ materials available



2009 Whirlpool® Refrigeration Catalog

Form No. WWRL240-REV
Download from WSPN
Electronic only

2009 French Door Specifications Sheet

Form No. WWRL246

To order support materials, call 1-800-643-3444.
Or, order online 24 hours a day at whirlpoolestore.com

Be sure to have the form numbers ready for the materials you would like to order.

Ad World brand advertising network

Sign up Trade Partners for the Ad World brand advertising network, where they can build their own Whirlpool Gold® Latitude™ newspaper advertisements and download product information.

Log on to wpadworld.com

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